

McBride Plc in Home Care (United Kingdom)

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Abstracts

In line with private label's good performance in 2016, McBride recorded an overall increase in value sales, with its value share of home care remaining stable. In order to build on this positive development, McBride is set to increasingly look to raise the sophistication and quality of its private label output while making significant investments in order to reduce its costs. As a result of its partnerships with a number of large and diversified retailers, the firm is likely to sustain its posit...

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Private Label

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